

New Mart Opening On Sunday

Impact of the high rise on the home furnishings industry is the theme of the 1965 Winter Market which opens Sunday at the Los Angeles Home Furnishings Mart. Market week will close at 5 p.m. on Friday.

At the Mart's semi-annual market press brunch, held in the auditorium on opening day, a panel of experts will discuss the market theme. Calvin S. Hamilton, director of planning for the city of Los Angeles, will act as moderator. Panelists will include Arthur Froehlich, outgoing president of the Southern California chapter, American Institute of Architects; Adele Faulkner, F.A.I.D., a past president of the local American Institute of Interior Designers; and W. G. Connell, manager of the furniture buying office for Sears, Roebuck & Co.

Eddy S. Feldman, Mart managing director, said today that more than 150 members of the working press have already accepted the invitation to the brunch. Besides reporters and editors from all over California there will be magazine editors from both consumer and trade publications, radio and TV news personnel, free lance writers, and press photographers. An unusual number of out-of-state editors have advised the Mart that they will attend the brunch and will also cover the home furnishings industry in California as well as the market showings.

SUPER BLENDER

The world's largest blender, part of an automated system for blending plastics, stands three stories high, is 26 feet in diameter, and can process a 200,000-pound load at one time. For maximum strength and to protect the purity of the products, the blender is constructed of nickel stainless steel.

PRESS-HERALD—PRESS-JOURNAL & HARBOR MAIL

REAL ESTATE

AND

Home Improvement NEWS

New Roses for 1965 Offer Heady Choice

When the new rose Tropicana was released in 1963, rosarians commented it would be several years before anything approaching it in elegance of flower would be introduced. They might have to eat their words when they see the performance of the two All-America roses for 1965—Mister Lincoln and Camelot.

The California Association of Nurserymen is enthusiastic about the possibilities of Mister Lincoln—a rich, luminous red hybrid tea that is generous with blooms borne on strong plants with disease-free foliage.

Camelot can best be described as "queenly"—it is a daughter of Queen Elizabeth, a notable performer in California gardens. It is a grandiflora rose, robust in growth habit and displaying an almost continuous parade of luminous, coral pink blooms.

NOT AN All-America, but a splendid contender, is Oklahoma. This rose was made for rosarians in the male category. The blooms are so red, they are almost black. The fragrance is heady—thanks to its parents, Chrysler Imperial and Charles Malerin. The blooms are huge, borne prolifically on large plants with good foliage and summer heat seems not to destroy their gorgeous color. And let's not overlook the sparkling All-America win-

ners of other years when you're planning your '65 garden. Granada, a 1964 hybrid tea that's as spicily romantic as its name is a new bi-color of "hot" fluorescent colors that run the scale from scarlet and nasturium red to bright lemon yellow. Its fragrant flowers are borne throughout the season on unique, holly-like foliage.

Saratoga, another '64 All-America, is a floribunda featuring long-lasting white flowers on a vigorous healthy plant. Its buds, slightly flushed cream, open to pure white double 4-inch flowers carried in abundant clusters on glossy dark green foliage.

FOR EXCITING color in your garden all season long, don't forget that delightful '63 winner, Tropicana. This hybrid tea is a well-deserved favorite for its non-fading fluorescent orange-red blooms and its rich, green foliage. Very disease resistant, with double sweetly fragrant blooms.

There's a flavor of romance in the clear light pink of the hybrid tea Royal Highness, and anybody who yearns toward the elegance of pastel roses would do well to consider this magnificent '63 winner. High centered exhibition type blooms on a middle height plant with dark, glossy foliage have made it one of the most popular



MISTER LINCOLN . . . Winner of the All America 25th Anniversary Award for 1965 is Mister Lincoln, a vivid crimson rose, selected for its glowing crimson, six-inch blooms, long stems, velvety textured petals, and for its intense tea and damask fragrance. The rose is now available bareroot at Southland nurseries.

(California Association of Nurserymen Photo)

West's Leading Furniture Execs Here for Mart

Several thousand home furnishings dealers will begin arriving in Los Angeles this week to view new lines of home goods at the Los Angeles Home Furnishings Mart Sunday through Friday.

Attendance is expected to go well over, by three or four thousand, last year's 12,783 registered retail dealers, according to Eddy S. Feldman, Mart managing director.

Feldman explained that attendance can be estimated by the number of applications for passes, both new ones or renewal of old ones. He said the Mart's admissions department had been hard at work during the last 90 days processing the applications. Only accredited, registered retail home furnishings dealers and buyers are admitted into the building at any time. The Mart is not open to the public.

The exhibit building's 600 showrooms are being redecorated this week in preparation for showing over 2,350 different lines of furniture, floor cover-

ing, bedding, lamps and many other home items. The merchandise viewed by retail store owners and department store buyers at the Mart next week will be available in stores the early part of March.

New Series Of Classes Will Begin

Courses which will apply toward a certificate in industrial relations will be offered at Crozier Junior High School, Inglewood, and North High School by the University of California Extension during the spring semester.

Most of the courses are offered for 15 or 18 meetings at fees of \$40 to \$45 per course. Meetings will be on Monday, Tuesday, or Wednesday evenings beginning Feb. 8.

Information about the courses and applications for admission may be obtained at the University Extension office, 3620 B. W. 182nd St.

High-Rise Costs to Be Topic

J. Edward Martin, partner in the Los Angeles architectural and engineering firm of Albert C. Martin and Associates, will address members of the California Real Estate Association's Appraisal Division tomorrow, on the subject, "Economics of a Publicly Owned Office Building," it was announced by Howard S. Martin of Pasadena, the Division's chairman.

The group will meet for its monthly social hour and dinner at 6 p.m. at the Engineer's Club, in the Biltmore Hotel, Los Angeles.

Martin will compare cost factors for a high-rise office building built for a publicly owned group with costs for a privately owned corporation.

Martin's firm planned, designed, and engineered the new building for the Los Angeles Department of Water and Power. It has designed research and development centers at Space Technology Laboratories, Aerospace, and Thompson Ramo Woolridge.

Those interested in attending the meeting may make reservations through the California Real Estate Association, 520 South Grand Ave., 628-0551.

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Only 50¢ Monthly



PHYSICAL FITNESS

One of the 23 recreational facilities provided residents of New Horizons-South Bay is the popular physical fitness gymnasium. It is complete with the latest exercising and reducing machines, weight lifting and gym equipment, and sauna baths with rub-downs and shower facilities for both men and women. Wayne "Doc" Anderson, famed trainer of the Los Angeles Dodgers, is on duty daily as physical fitness director. All these recreational facilities are yours to enjoy when you live in New Horizons-South Bay.

NEW HORIZONS SOUTH BAY

New Horizons-South Bay is a complete adult recreation and garden home community. To maintain its adult atmosphere, one spouse or single persons must be at least 35, and no children under 18 may become permanent residents.

Garden Homes **\$19,995** from A RAY WATT Development

*A monthly maintenance fee, assessed by the elected Board of Governors, provides for maintenance of all of the recreation facilities, for gardening and exterior painting. New Horizons is a development of Torrance Knolls, 22727 Maple Avenue, Torrance.



Hotpoint

DRIVING INSTRUCTIONS: The Complete Adult Recreation and Garden Home community is located on Sepulveda Boulevard between Crenshaw and Hawthorne in Torrance. Phone 325-6161.

sneak preview

There's a brilliant new star on the South Bay horizon—shining as the most desirable new home location in Southern California. Its name—Palo del Amo Woods! Spacious three, four and five-bedrooms, three-bath, tri-level Balanced Power homes are priced from only

\$32,500

Before its formal opening, take a sneak preview—this weekend. See the lovely, tree-lined, walled community in its earliest stages. Be one of the first to make Palo del Amo Woods your own private address.

PALO DEL AMO WOODS

MASTER BUILT BY THE MASTER BUILDER—RAY WATT

Beautifully furnished model homes are open from 10 a.m. 'til dark daily only one-half mile west of the Harbor Freeway, just south of Sepulveda at Normandie and 245th Street. Telephone is DA 6-9604.

